

IN THE CLAIMS

Please cancel claims 2, 10, and 17 without prejudice or disclaimer and amend claims 1, 4-9, 12-16, and 19-23 by rewriting same to read as follows.

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--1. (Three Times Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

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display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal sent from said display commanding means, for searching a geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section determining a correspondence relationship between said first attribute information and said second attribute information; and

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CONT. an advertisement searching section determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--4. (Twice Amended) The information displaying system as set forth in claim 1, wherein said second attribute information is a business category of said advertisement.

C2 --5. (Twice Amended) The information displaying system as set forth in claim 1, wherein said second attribute information is location information of said advertisement.

--6. (Twice Amended) The information displaying system as set forth in claim 1, wherein said second attribute information

is time information of said advertisement.

--7. (Twice Amended) The information displaying system as set forth in claim 1, wherein said second attribute information stored in said third data storing means is composed of:

contents of said advertisement;
geographic location information of said advertisement;
a business category of said advertisement; and
an effective period of said advertisement.

--8. (Twice Amended) The information displaying system as set forth in claim 1, wherein said display commanding means includes linking means for linking said map drawing commanding means and said advertisement display commanding means.

--9. (Three Times Amended) An information providing apparatus including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographic location on said information displaying apparatus, the apparatus comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to said geographic location;

second data storing means for storing said geographical location and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code;

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third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing commanding means for accepting said commanding signal sent from said display commanding means, searching said geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map

drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

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a correspondence determination section determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--12. (Twice Amended) The information providing apparatus as set forth in claim 9, wherein said second attribute information is a business category of said advertisement.

C4 --13. (Twice Amended) The information providing apparatus as set forth in claim 9, wherein said second attribute information is location information of said advertisement.

--14. (Twice Amended) The information providing apparatus as set forth in claim 9, wherein said second attribute information is time information of said advertisement.

--15. (Twice Amended) The information providing apparatus as set forth in claim 9, wherein said second attribute information stored in said third data storing means is composed of:

contents of said advertisement;
geographical location information of said advertisement;
a business category of said advertisement; and
an effective period of said advertisement.

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--16. (Three Times Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network using a server, comprising the steps of:

pre-assigning a display commanding means with a unique identification code, for accepting a user's selecting operation and outputting a commanding signal to have said information displaying apparatus display the information when the display commanding means is selected by the user's selecting operation;

storing map drawing element data corresponding to geographical locations in first data storing means;

storing said geographical locations and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code;

accepting a commanding signal sent from a display commanding means, searching a geographical location corresponding to the identification code pre-assigned to the information displaying means from the second data storing means, searching the map drawing element data corresponding to the searched geographical location from the first data storing means, and controlling the information displaying means to draw map information using the

searched map drawing element data;

accepting the commanding signal sent from the display commanding means, searching an advertisement data from the third data storing means, and controlling the information displaying apparatus to display advertisement information using the searched advertisement data;

determining a correspondence relationship between the first attribute information and the second attribute information;

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determining the second attribute information corresponding to the commanding signal sent from the display commanding means using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map drawing commanding means and the advertisement display commanding means, respectively.

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--19. (Twice Amended) The information providing method as set forth in claim 16, wherein said second attribute information is a business category of said advertisement.

--20. (Twice Amended) The information providing method as set forth in claim 16, wherein said second attribute information is location information of said advertisement.

--21. (Twice Amended) The information providing method as set forth in claim 16, wherein said second attribute information is time information of said advertisement.

--22. (Twice Amended) The information providing method as set forth in claim 16, wherein said second attribute information stored in said third data storing means is composed of:

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contents of said advertisement;

geographical location information of said advertisement;

a business category of said advertisement; and an effective period of said advertisement.

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--23. (Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing page information managed by said server apparatus, the information displaying system comprising:

geographical information acquisition means accepting an identification information, generating geographical display

information for displaying information corresponding to a geographical location, and sending said generated geographical display information to said information displaying apparatus, said geographical location being preset in correspondence with said identification information, and

advertisement information acquisition means generating advertisement display information for displaying advertisement information to be displayed with said geographical display information in correspondence to said identification information, wherein,

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said server apparatus comprises displaying commanding means setting an unique identification information corresponding to said page information, and

said information displaying apparatus comprises

server access means accessing said page information managed by said server apparatus via said network,

selection means selecting said unique identification information set in correspondence with said displaying commanding means of said page information, and

display means performing image display process in accordance with said geographical display information and said advertisement display information sent from said geographical information

acquisition means and from said advertisement information acquisition means in correspondence with said selected unique identification information, respectively, wherein

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said selection means of said information displaying apparatus selects said unique identification information to display the geographical display information on said display means, and

said advertisement information acquisition means generates said advertisement display information in correspondence to the selection operation of said selection means.--
